

Enhancing Shariah-Compliant Tourism via Network of Mosque: AnasGo

Nurfatin Hanani binti Abdul Latif, Nur Amalina binti Mohd Rothi, Nasihah binti Mohamad Waziril Ghozi, Siti Fatimah binti Isnin, Abdul Rahman Ahmad Dahlan

Abstract— According to Sir William Muir writes in his book "The Life of Muhammad": "Though crude in material, and insignificant in dimensions, the Mosque of Muhammad is glorious in the history of Islam. Here, the Prophet and his Companions spent most of their time; here, the daily service, with its oft-recurring prayers was first publicly established; and here, the great congregation assembled every Friday, listening with reverence and awe to messages from Heaven. Here, the Prophet planned his victories; here he received embassies from vanquished and contrite tribes; and from hence issued edicts, which struck terror amongst the rebellious to the very outskirts of the peninsula. Hard by, in the apartment of Aisha (one of the wives of the Prophet), he breathed his last, and there, side by side with his first two successors he lies buried." (p.177). Hence, there are many of functionality of a mosque that we can use instead of for prayers purpose and remembering of God (Dhkir) only. Thus, the emerging of Islamic Centre of Network of Mosque that is proposed in this conceptual Business Model, utilizing BMC and VPD will create high values to travelers by providing ideal temporary lodgings and enhancing local homestay business within area of mosque by providing advertisement platform via the proposed AnasGo Platform

Index Terms— Business Model Case, Network-of-Mosque (NoM), Islamic Tourism, Value Proposition Design (VPD).

I. INTRODUCTION

Nowadays, Muslim in Malaysia commonly use mosque for performing the five daily prayers, congregational of Jumaah, Eid Fitri and Eid Adha prayer. Other than that, mosques are also used for social gatherings, like wedding ceremonies, funeral services, and as meeting place for learning purpose conduct by religious teacher or 'ustaz'. By enhancing Shariah-compliant Tourism via AnasGo and Network of Mosque, we can help travelers save their time and cost without having to go to hotel by providing comfortable lodgings. We are also facilitating them with Halal meals and drinks places information. All services that we provide will be charge with reasonable price and below the standard hotel fee. Traveler who use our service can get free information about interesting places in that region. Hence, the traveler also will get better understanding the culture and custom in that place.

Besides that, AnasGo will strengthen the relationship to the society by helping them to promote their homestay business. People can advertise their homestays throughout our website called AnasGo. Last but not least, AnasGo also encourage people to promote their sales such as advertising the Halal restaurants and transportations. Thus with the AnasGo agenda, travelers will easier to get temporary stay and community surround mosque can spread to global stage of their homestay business and generate more income when advertise in our portal.

II. PROJECT BACKGROUND

AnasGo is a program that proposed based on current situation where most of traveler are having difficulties when looking for temporary stay surround Kuala Lumpur especially in Gombak area. According to Lateef Mirza (as cited in Importance of Mosque, 2016) describes that a mosque is used as a place of shelter and lodging for travelers. Among of function of mosque is providing a good hospitality services and comfortable temporary stay to the traveler. They need a lodging to stay for a night before continuing their long journey the next day. Unfortunately, majority of mosque did not provide shower and toilet facilities for these people. Usually, those who traveled to outskirts of town and rural areas such as villages generally resort to the village mosque to stay for a night before continuing the journey. Thus, AnasGo portal is to help those travelers to get comfy lodging because we are concern to facilitate the travelers with ideal hospitality in accordance the Islamic concept especially for the Muslim society. Lastly, due to the lack of advertisement platform among Muslim businesses, AnasGo is proposed as an advertisement website where the owners of homestay can promote and advertise their businesses instead of using the conventional methods such as sign board and posters at unfit places.

III. PROBLEM STATEMENT

In the early Islamic period, the Masjid (mosque) served many purposes, and took on a comprehensive role in the lives of Muslims. Not only was it a place of worship, learning and prayer, but it also functioned as a community's political and social centre (Dr. Sameen Ahmed Khan, 1997). However, the purposes of the mosque are not fully utilized and people tend to treat mosque as a place that only served for doing the solah. In order to revive and reinvigorate the functions of mosque in uniting the ummah and society, a couple of contemporary implementation concepts were implemented to selected mosque in Kuala Lumpur and Selangor area where the

mosque providing temporary stay for traveler/tourist/musafir and promoting places for spiritual events for locals such as school students and residents in that area

IV. LITERATURE REVIEW

Concept of mosque

Mosque is known as a Muslim Temple. Muslims come to mosque for praying is most likely well-informed by everybody. In the earliest days of Islam, mosque was not only a place for praying but also as Muslim community center, meditation, religious instruction, political discussion, trading activities and a school. In addition, by its importance of delivering the goods, it has been seen on its perspective of design. The architecture of the mosques is able to bring a commercial value because of its architectural appearance. Regarding that, it gives superlative impact on Muslim community not only spiritually but also externally which is nowadays, people tend to look at the mosque for only on its spiritual aspects. Leveraging the mosques to be utilized as much as Muslims in the earliest days had done, it can be utilized by handling tourism activities. Islam encourages Muslims to seek knowledge, enrich experiences, and improve one's values through traveling and exploring. Moreover, it is not only improving oneself but it is also get to see the greatness of Allah.

Islamic Tourism

Islamic tourism can be defined as *'tourism activities, development of product and services, marketing strategies according to Islamic values, principles and guidelines targeted to Muslim tourists for knowledgeable and holistic travel'* (Nor'ain & Rozian, n.d). There are many values that could be given through Islamic tourism especially in business components such as tour operators, hotels, airlines, homestay, and restaurants which definitely serve halal or shariah compliance products and services. It is reported by Research Center's Forum on Religion & Public Life that Muslim population throughout the world will increase from 1.6 billion in 2010 to 2.2 billion by 2020 (Nor'ain & Rozian, n.d; Pew Research on Religion & Public Life Project, retrieved from www.pewforum.org, n.d). Based on the fact, the result surely can be predicted that global tourism and global Islamic tourism would be definitely gain massive popularity. Islamic tourism can be summarized as delivering and conquering great Islamic values from traveling. It embraces the ethic, security, humanity, and knowledge and most importantly it is able to cover all (one of Islamic characteristic which is comprehensiveness) (Nor'ain & Rozian, n.d; Muhammad, 2008; Yusuf, 2009). In Muslim world, "tourism activities by Muslims that originate from motivations and are realized according to Shariah principles. This activity covers the scope of Hajj, Umrah, silaturrahim, fi-sabilillah, and others (in the meaning of visiting)" as the meaning of Islamic tourism referenced by the Holy Qur'an and by the teachings of Prophet Muhammad.

Islamic tourism in Malaysia

In Malaysia, Islamic tourism is prominent and common. As an OIC country, Malaysia was ranked as number one for

halal-friendly destination among other OIC countries. It is actually not only focusing on the halal itself, it has to be provided with more or multi-businesses that leverage products and services together with halal consents. As mentioned, usually Muslims in Malaysia would relate Islamic tourism as visiting the Makkah or in other explanation is pilgrim in Makkah. Regarding the fact, there are many travel agencies in Malaysia that provide this services. Tabung Haji is well-known hajj pilgrims fund board that cater Malaysian Muslims that want to conduct hajj and provide service of traveling to Makkah. Other company that provide such kind of services are Andalucia Travel, Triways and Poto Travel. They are all traveling agencies that provides services of umrah and hajj, in addition, nowadays the aspects are becoming broad. They are starting the travel packages as the increase of backpackers are also increase. The connection of traveling itself with Islamic perspectives are to enrich experiences, enhance knowledge and must not stop till this. Nowadays, those travel agencies are able to include Islamic compliance tourism with Islamic heritage that encounter Muslims communities and mosques. By traveling, Muslim heritage especially mosque is able to be utilized in maximum in term of its usefulness, networks and communities. It capable to give value profitably also.

V. METHODOLOGY

Interview: A few people from customer segment are being asked the information about what they need during Musafir. Besides that, they also being asked on what they can provide to the Musafir by using mosque as the as a center. An interview being conduct by using open-ended, interviewee is free to give their opinion and suggestion. The purpose is to collect reliable information regarding the need that musafir want.

Survey: A survey was conducted offline with a predefined set of questions to the 10-20 people from each customer segment which are musafir and people from mosque organization. The questionnaire consists of close-ended questions that combine demographic questions with questions that asked for their opinion

Search Strategy: A research was performed online by refer to the lists of articles to identify studies. Search terms includes concept of mosque, Islamic tourism, Islamic tourism in Malaysia and global Muslim tourism. The purpose of search strategy is to get information about Islamic tourism and function of mosque

VI. INITIAL CONCEPTUAL BUSINESS MODEL

People

The people involved in in this project include Musafir or travelers, Mosque organization, and Developer.

Process

Customer Segments: The business proposed focus on people who in a journey or businesses vacation and in a need for a place to stay temporarily. The reason this kind of people chosen is because they need a place to have a nap and rest while they are on a long journey. Renting a hotel can be expensive for less than a day stay and sometimes it is not available at some places.

Customer Relationship: For the customer relationship, there will be connection between the mosque guider, the people in the mosque organization, the musafir itself and the business partner at the area

Channels: The mosque will have their own website and will act as a third party where they will advertise the homestay or any temporary room rent at the residence area or homestay own by the mosque itself when available and provided.

Value Propositions: The mosque website provides free information about interesting places in that region. While the facilities provided in the website-the homestay-promote good quality facilities for spiritual activities and programs.

Key Activities: The mosque website will advertise the homestay in that area and giving information about the interesting places that the traveler can experienced and they also have a mosque tour guide in case the subscriber needed a guider during their stay in that places.

Key Resources: The resources that is necessary to create value for the customer. The main resources for the mosque website will be the software engineer and website developer, the mosque organization member and the residents and business partner surrounding the mosque region.

Key Partner: To ensure the successfulness of the mosque website and fully utilizing the use of mosque to the society, the mosque organization will collaborate with the homestay owner, restaurant owner and other businesses or vendors around that area to have them advertising and promoting their businesses in the mosque website

Cost Structure: The cost structure describes the most important monetary consequences while operating under different business models. Thus, the mosque will be focusing on marketing, data center operations, research and development of the website and its maintenance.

Revenue Streams: The mosque will have their income and payment revenue from the advertising and businesses marketing on their website and tips or donation from the customer or traveler.

Technology

The main medium for this project is website. This required user to browse to AnasGo website to get information about service they provide. This kind of technology makes life of users easy and comfortable

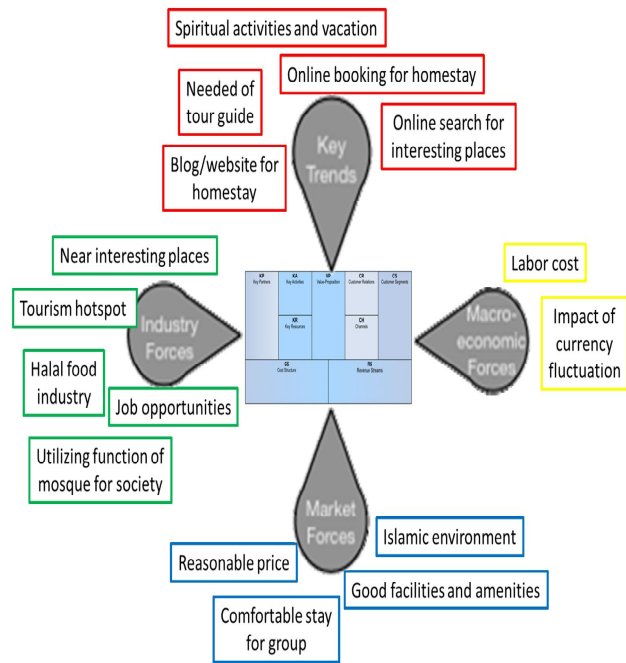


Figure 1: Environmental Map (EM)

Table 1: Value Proposition Design (VPD) - Before

Enhancing Shariah-Compliant Tourism via Network of Mosque: Anasgo

CUSTOMER SEGMENTS	CUSTOMER JOBS	GAINS	PAINS	GAIN CREATORS	PAIN RELIEVERS	PRODUCTS&SERVICES
Independent Traveler/ Backpacker	<ul style="list-style-type: none"> * Look into interesting places * Compare transport deals & discounts * Compare accommodation prices 	<ul style="list-style-type: none"> * Save time on preparation of traveling * Save money on travel expenses * Worth travel experience * Muslim-friendly 	<ul style="list-style-type: none"> * No suitable platform * No recommend destinations * Consume so much time in searching places * Insecure * Expensive 	<ul style="list-style-type: none"> * Help traveler makes faster & better decision * Collaborate with locals & Jemaah of mosques * Understand independent traveler 	<ul style="list-style-type: none"> * Offer promotions of fares * Adjust platform for backpackers need * Destination is located in safe area 	<ul style="list-style-type: none"> * Halal food * Muslim-friendly Journey * Worth and comfortable stay
In-group Traveler	<ul style="list-style-type: none"> * Feel more comfortable * Homestay located near town * Usually on vacation purposes 	<ul style="list-style-type: none"> * Comfortable stay * Within budget * Get discount * Good environment 	<ul style="list-style-type: none"> * Amenities is not up-to-date * No suitable places to do group activities * Far from interesting places 	<ul style="list-style-type: none"> * Collaborate with the homestay owner * Give discount offer on certain period of time * Located at famous tourist hotspot 	<ul style="list-style-type: none"> * Upgrade the facilities to the customer needs * Provide tour guide * Offer suitable group activities 	<ul style="list-style-type: none"> * Advertisement in mosque website/blog
Professional	<ul style="list-style-type: none"> * To make strategic choices * Provide economic and social benefits to local communities * Protection and conservation of natural * To reduce the level of poverty in rural 	<ul style="list-style-type: none"> * Homestay map and information at the website * Learn more about the culture and traditions of the state * Convenient to make reservations directly 	<ul style="list-style-type: none"> * Cost of each package decided by homestay owner * Adaptation with environment, cultures and foods 	<ul style="list-style-type: none"> * Provide high standard of hygiene * Adequate facilities for guests * Interact and learn with homestay guests 	<ul style="list-style-type: none"> * Providing regular breakfast and meals * Homestay owner get the license from Ministry of Tourism * Controlling the cost and package depends on meals and activities provided 	<ul style="list-style-type: none"> * Advertisement in Mosque website/blog
Mosque Organization Member	<ul style="list-style-type: none"> * Fully utilize the function of mosque to the society * Giving good view of mosque to the Muslim and non-Muslim * Generate extra fund for the mosque 	<ul style="list-style-type: none"> * Gain experiences for the mosque member * Mosque will get side income from the advertisement * Mosque will be well-known among society 	<ul style="list-style-type: none"> * To gain trust from both homestay owner and customer * To hire people to be the tour guide 	<ul style="list-style-type: none"> * Provide advertisement service for the homestay owner * Giving advice and handling customer * Promotion of the mosque 	<ul style="list-style-type: none"> * Providing good facilities and information * Good website ranking in the search engine * Pay a reasonable wage for the tour guide 	<ul style="list-style-type: none"> * Advertisement in mosque website/blog

ANALYSIS AND FINDINGS

In a survey for AnasGo Portal on independent traveler or backpacker, 15 individuals were asked the question: ‘Do you think mosque is important to you when you are traveling alone?’ The results of this question is 80% of 15 individuals say yes and the other 20% say no. This indicates that mosque is crucial for them when they are traveling alone. Further question were asked: ‘What kind of accommodation that you find important when you are traveling alone?’ The result portrays that visiting interesting places and tourist hotspots are the highest with 46.7% of responses. Second highest is transportation with 20% of responses. Halal foods and homestay show the same value of percentage which is 13.3% and last place is safe environment with 6.7%. These figures may reflect a general trend of an individual towards experiencing new and exciting places. It should be enhanced by providing value of mosque surrounds with beautiful and nice tourist hotspots.

In addition, a survey on in-group traveler was conducted, 13 individuals who aged between 20 and above were asked the following question: ‘Do you travel alone or with companion or in-group?’ The answer for this question, 76.9% state that they are traveling with companion which more than a person or two, 15.4% of percentage are traveling in group and the other 7.7% are traveling alone. They were also asked on the sources that they refer when planning their journey, for 92.3% are likely prefer to ask their friends and family members. Due to the number of people who are traveling is more than one, the accommodations that they find important are homestay with 100% of percentage and food with 76.9% of percentage. These figures may reflect a general needs of travelers who are traveling with their families, friends and companions. Those significant numbers are references for adjusted or new value propositions for this customer segment.

At the same time, there were 25 respondents from professionals, staffs or workers were asked the question: ‘Why homestay reservation before traveling is important?’ The result of this question is 48% say to make strategic choice, 36% is to provide economic and social benefits to local communities, and only 16% agree with protection and conservation of natural and cultural assets. This indicates that professionals really planning ahead and make strategic choice before traveling in order to settle their task for outstation, team building training, profit or non-profit organization events, volunteering and meeting with real businessmen and women at that place. Next, question was asked: ‘What kind of accommodation that you find important when you are traveling? Please choose 3.’ The result reports that 84% (21 responses) need Halal meal which is the highest. The second highest is accommodation, transportation, guide and translator arrangement which is 72% (18 responses) and 52% (13 responses) would like to know about interesting places. Other than that, a question to measure the importance for features was asked: ‘What kind of information you needed from a traveling?’ The result remarks that 60% agree that it is important that AnasGo Portal should put rent and package fee. Next, homestay should provide facilities is 56%. It also portrays that 44% want pictures of homestay. Despite that, second importance is homestay information and map which is 40% and least importance is knowledge about the culture and traditions of the state which by 3%.

Last but not least, for AnasGo Portal on mosque organization member, 14 individuals were asked the question. The concept of the questions is open-ended questions. From the questions it can be summarized that most of mosque organization member agree that they will gain some experiences on handling customer and run the business. Yet, they find that it is difficult to collaborate and gain trust from homestay owner to advertise their business at AnasGo Portal. Besides that, they will find difficulties in hiring people to become tour guide.

ENHANCED CONCEPTUAL BUSINESS MODEL

Based on the survey findings, the enhanced conceptual business model canvas (BMC) and value proposition canvas (VPD) of AnasGo Portal have been finalized as a suite to the business to solve the problem conceptually. The utilization of BMC and VPD will create high values to travelers via the proposed portal of AnasGo.

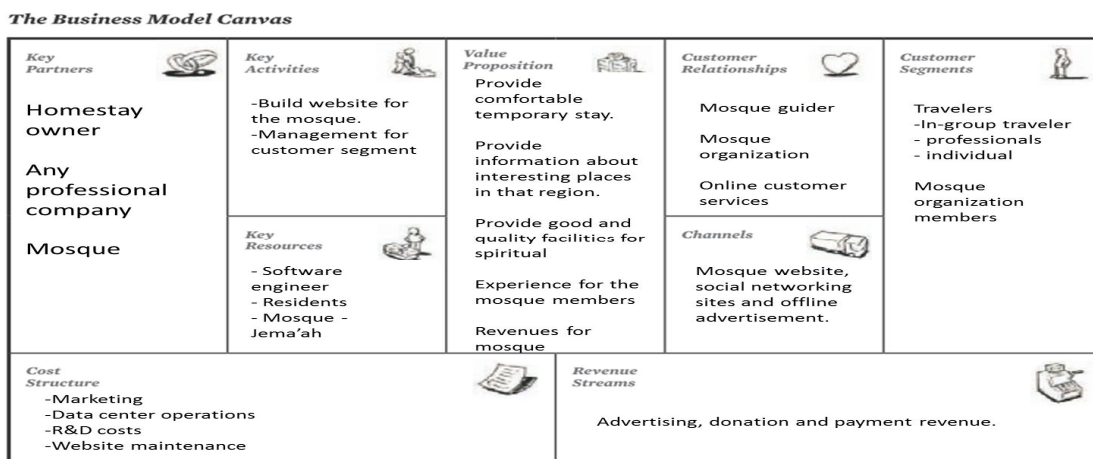


Figure 2: Business Model Canvas (BMC)

Table 2: Value Proposition and Design (VPD) - After

CUSTOMER SEGMENTS	CUSTOMER JOBS	GAINS	PAINS	GAIN CREATORS	PAIN RELIEVERS	PRODUCTS& SERVICES
Independent Traveler/ Backpacker	<ul style="list-style-type: none"> * Intend to experience unique journey * Look into interesting places * Compare transport deals & discounts * Compare accommodation prices * Search holiday/vacation 	<ul style="list-style-type: none"> * Get good deals with transportation services * Comfortable stay * Worth travel experience * Muslim-friendly 	<ul style="list-style-type: none"> * Fraud * Not trust traveling website * Consume so much time in searching places * Insecure * Expensive 	<ul style="list-style-type: none"> * Have good relations with homestay owner * Deal with transportation service provider * Collaborate with locals & Jemaah of mosques * Understand independent traveler 	<ul style="list-style-type: none"> * Offer promotions of fares * Adjust platform for backpackers need * Destination is located in safe area * Deal with trusted and legal sources 	<ul style="list-style-type: none"> * Halal food * Muslim-friendly Journey * Tour guide * Worth and comfortable stay * Good transportation services * Prayer facility
In-group Traveler	<ul style="list-style-type: none"> * Usually on vacation purposes * Big family and friends gathering * Comfortable and suitable for crowd gathering 	<ul style="list-style-type: none"> * Comfortable stay * Within budget * Get discount * Good environment * Group activities * Accommodation at the top level 	<ul style="list-style-type: none"> * Amenities is not up-to-date * No suitable places to do group activities * Far from interesting places * Uncertain about safety * Little information about places 	<ul style="list-style-type: none"> * Collaborate with the homestay owner * Give discount offer on certain period of time * Located at famous tourist hotspot * Upgrading facilities of accommodation 	<ul style="list-style-type: none"> * Providing and upgrading the facilities to the customer needs * Provide tour guide for advice and tour information * Ensuring safety for customer (insurance) 	<ul style="list-style-type: none"> * Advice services for groups vacation/activity * Information and review for groups vacation
Professional	<ul style="list-style-type: none"> * Team building training * Business event or gathering * Volunteering * Meeting businessman * Provide economic and social benefits to local communities * To make strategic choices 	<ul style="list-style-type: none"> * Halal meals * Accommodation, transportation, guider, translator management * Interesting places information 	<ul style="list-style-type: none"> * Adaptation with environment, cultures and foods * Cost of each package decided by homestay owner 	<ul style="list-style-type: none"> * Promote halal meals place information * Collaborate with other tourism company * Advertise AnasGo to all organization * Connecting with Ministry Tourism * Encourage other organization to do humanitarian 	<ul style="list-style-type: none"> * Providing regular breakfast and Halal meals * Homestay owner get the license from Ministry of Tourism * Controlling the cost and package depends on meals and activities provided 	<ul style="list-style-type: none"> * Advertisement in Mosque website/blog * Provide good environment and facilities homestay for training and meeting * Provide halal meals place information * Reasonable of rent and package fee * Knowledge about the culture and traditions of the state * Give homestay information and map particularly
Mosque Organization Member	<ul style="list-style-type: none"> * Giving good view of mosque to the Muslim and non-Muslim * Generate extra fund for the mosque 	<ul style="list-style-type: none"> * Society will feel near to mosque and want to perform congregational prayer more often at mosque * Mosque organization member will gain experience * Mosque will get side income from the advertisement 	<ul style="list-style-type: none"> * To gain trust from the homestay owner * To hire people to be the tour guide and manage the business * Customer think that the website is not good enough to fulfill their requirement when traveling 	<ul style="list-style-type: none"> * Meeting with homestay owner and customers will be at mosque * Provide advertisement service for the homestay owner * Giving advice and handling customer 	<ul style="list-style-type: none"> * Good website ranking in the search engine * Providing good facilities and information * Pay a reasonable wage for the tour guide 	<ul style="list-style-type: none"> * Advertisement in mosque website/blog * Give advice and suggestion about interesting place and halal food

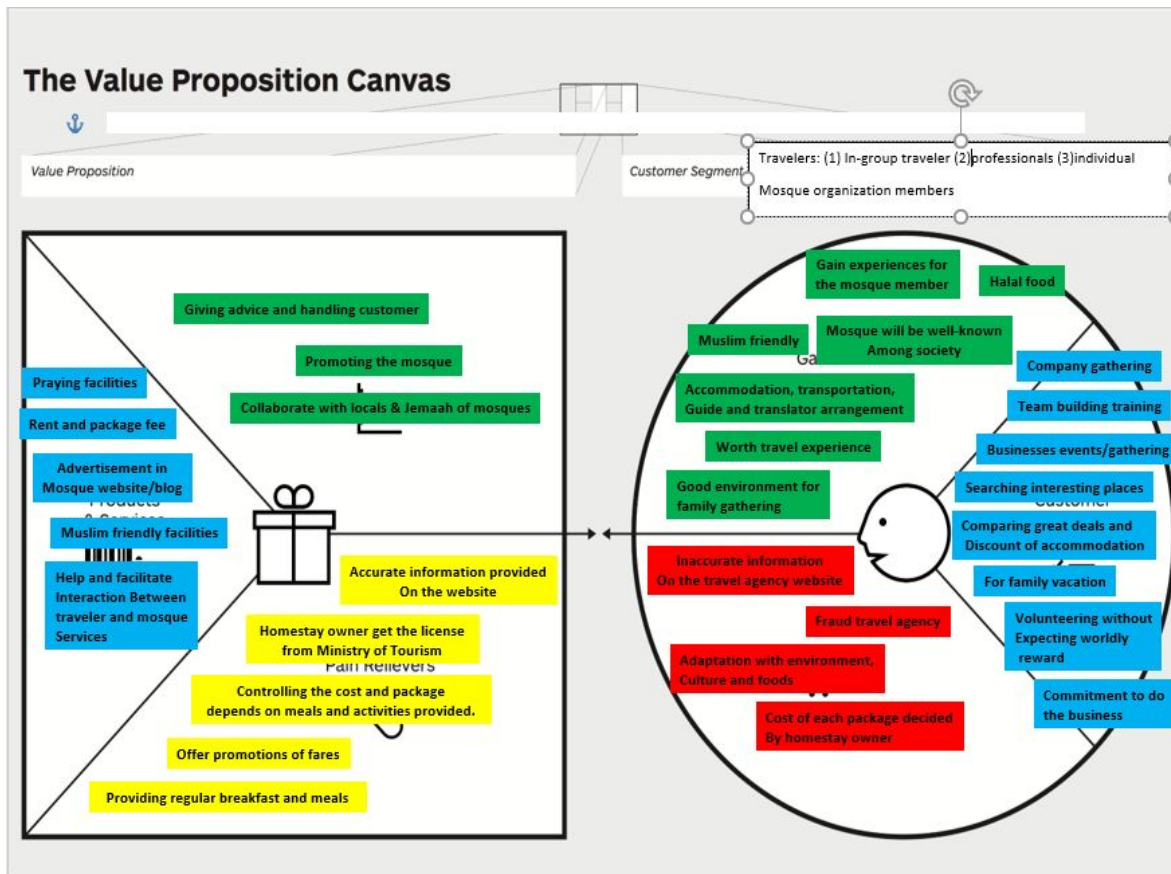


Figure 3: Master Value Proposition Design Canvas (VPD)

SUMMARY & CONCLUSION

In conclusion, this conceptual AnasGo Islamic Tourism portal is just proof of concept on the function of mosque through Network-of-Mosque (NoM) as a platform that conveying information on global mosque around the world including the services and products that provide by that mosque. Next, it is also as a medium where all travelers, Muslim or non-Muslim, get accommodation reservation by booking homestay before traveling. Other than that, they also can get information on how getting halal meals, prayer time, and qibla direction especially at minority Muslim country through AnasGo Islamic Tourism portal easily. This Muslim friendly tourism portal could give travelers worth travel experience. Next, all customer segments such as individual, in-group, professional, and member of mosque organization can advertise their business products or services through the portal directly at reasonable price. Hence, the relevant of Islamic Tourism portal is mosque become as center of Islamic activity and people will look into whenever they are traveling local or abroad because it in line with Shariah compliance.

FUTURE WORKS

As the crescent of Islam has spread it wings like never before on the world international tourism, for further enhancement of this project instead of dealing with homestay owner, AnasGo Islamic Tourism Portal would like to be partner with hotels that can provide services to travelers that consider mosque as their importance when they are traveling around the world. By

making terms with hotels, it widens AnasGo Islamic Tourism Portal business area. It provides more options of stay places for each customer segment. In addition, AnasGo Islamic Tourism Portal is committed to help and to facilitate the interaction between travelers and mosque market services and the facility information by dealing with Jemaah of mosque to provide more Muslimah (Muslim women) staff as guider of mosque. This is to offer Muslimah traveler the option to have a woman tour guide along their journey.

REFERENCES

- [1] Dahlan, A. R., Songib, A. S., Ismail, R. A., Mokhtar, A. B., & Mokhtar@.mokhtar, N. S. (2014). Holistic Development of Human Talent – Leveraging On EMAarah Tuition Program through the Network of Mosque (Nom). IOSR Journal of Research & Method in Education (IOSRJRME) IOSR-JRME, 4(3), 60-68.
- [2] Ahmad Dahalan, A., Zakaria, I., Mohamed Azizan, N., & Abdullah, N. (2014). Transformation of Masjid: Empowerment of Muslims Economy through E-Halal One Stop Centre (E-HOSC). International Journal of Management and Commerce Innovations, Vol. 3(1), (113-121), 114-121. Retrieved March 11, 2016.
- [3] Ayyad, E. S. (2013). The ‘House of the Prophet’ or the ‘Mosque of the Prophet’? Retrieved March 11, 2016, from <http://jis.oxfordjournals.org/content/24/3/273.abstract>
- [4] Ahmad Dahlan, A., Nasution, A., Husaini, M., & Ahmed, M. (2015). 7 Developing Islamic City through Network-of-Mosque (NoM). Retrieved March 11, 2016.

- [5] Lateef Mirza. (2016). *Importance of a mosque*. Retrieved from: <http://www.baitulfutuh.org/worship/imosque.shtml>
- [6] Halal/Muslim Travel & Tourism Rankings and Indexes. (n.d.). Retrieved March 11, 2016, from <https://www.crescentrating.com/travel-index-ranking.html>
- [7] Othman, N., Mohd Taha, R., & Othman, S. (n.d.). *Maqasid Al Shariah In The Governance And Management Strategy Of Islamic Tourism Businesses*. Universal Crescent Standard Center, 1-16. Retrieved March 11, 2016, from www.iais.org.my/e/attach/2015/maqasid2015/pdf/s3s4_paper.pdf
- [8] Dr. Sameen Ahmed Khan, *Role of Mosque and Education in Islam - Young Muslim Digest*, Young Muslim Digest RSS from <http://www.youngmuslimdigest.com/society/01/2015/role-mosque-education-islam/>